

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, November 16, 2005

1. CALL TO ORDER

Secretary Betsy Gammell called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Jane Sullwold and Commissioner Bob Wood. Absent: Chair Sandré Swanson, Vice Chair Tony Santare and Commissioner Bill Schmitz. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of October 19, 2005

The following correction was made:
Item 5-B , line 8-2006 should be 2004.

The Commission approved the minutes unanimously with the aforementioned correction.

1-C Adoption of Agenda

The following correction was made:
The incorrect date of October 19, 2005 was on the Agenda.

The Commission approved the agenda unanimously with the aforementioned correction.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Report on Split Tees Trial Period.

The General Manager reported that the split tee trial dates were held on Saturday, November 5 and November 12, 2005. On November 5 the General Manager and Head Golf Professional and Marshals were on hand to monitor the tees for the trial period. It was apparent that additional Pro Shop staff and Marshals are needed have the program run smoothly. The goal of 32 groups for each wave of split times was not reached with only

23 groups in the first wave and 21 in the second wave. There were holes in the tee times, which made it difficult to keep the pace of play going although many groups finished in less than four hours. Most groups were happy with the pace of play but a few felt rushed. Also noted there were no rounds after 3:00 pm. To monitor the groups and the pace of play more coordination is necessary and six Marshals are needed on the course. In summary there was no increase in the number of rounds, which in turn means no increase in revenue. The program is also very labor intensive for the Pro Shop and the Marshals. The General Manager stated that it is probably better to try the split tees in the spring. The suggestion was made to have the split tees on the Earl Fry Course due to the demand for the peak times on that course. The General Manager spoke with customers about the program and it was suggested to alternate between the two courses. The important marketing point is the four-hour round of golf. Customers not interested in playing that fast can play on the other course with straight tee times.

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that the new flags have been placed on the practice greens in the clubhouse area and the new practice green is open at the Driving Range. The Head Golf Professional also mentioned that two new employees have been hired in the Pro Shop. They are Julio Leon and Timothy Harris, both of whom have prior golf course experience.

4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the maintenance crew is currently improving the drainage on the #5, #6, #8, #10 and #14 of the Earl Fry Course. Also the green on #8 of the Mif Albright Course is being redone as well as the green on #4 and the new tees on #1 and #4. The work should be completed by spring. The aeration completed by Planet Air recently was successful although a few spots have to be lightly aerated due to some thatch growth. The Superintendent will be covering the broken windows at the fire tower this week to help prevent water damage. Economic Research Associates (ERA) will be conducting a complex fee comparison report for the clubhouse project. The report will be looking at the fees of local golf facilities to determine how the fees at the Chuck Corica Golf Complex can be changed. Treadwell and Rollo came and drilled the bores for the soil analysis for the clubhouse project and the

report should be completed soon. The negotiations and contract are ongoing with Tom Geanekos of Jim's Coffee Shop and the item will be on the December 6, 2006 regular City Council meeting for approval. Mr. Geanekos has some exciting ideas for decorating the restaurant facility. The City receives 8.5% of the gross revenue monthly and that amount will be increased to 10% when the new clubhouse is built. The General Manager also mentioned that he is working on a contract for new maintenance equipment and it should be completed in early 2006.

4-D Beautification Program by Mrs. Norma Arnerich.

Nothing to report.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Secretary Gammell.

Nothing to report.

5-B Golf Complex Financial Report, Commissioner Gaul

The revenue for golf on all three courses for October 2005 versus October 2004 was up less than 1% and rounds of golf were up 4%. The fiscal year to date revenue for golf was down 7% and rounds were down 7%. The Mif Albright Course revenue was down 14% from last year and down 28% for the fiscal year. All other concessions excluding golf were up 4% for the month and down 7% for the fiscal year. Total revenue for the Golf Complex was up 2% for the month of October 2005 versus October 2004 and down 7% for the fiscal year 2005/2006. The expenditures for the month were higher than last year in part due to the increase in water bills due to the lack of rain and the three payroll periods.

5-C Men's and Senior Club Liaison, Vice Chair Santare.

Nothing to report.

5-D New Clubhouse Project, Commissioner Schmitz.

Nothing to report.

5-E Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Sullwold.

Commissioner Sullwold reported that last Thursday on the Ladies play date a member of the Women's Golf Club was in the parking lot putting her golf clubs in her car and left her purse unattended for a moment and it

was stolen. Also mentioned was the need to repair the garbage can behind the #7 hole on the Jack Clark Course. The suggestion was made to put pampas grass in the area between #15 and #16 of the Jack Clark Course. The grass would be aesthetically pleasing and would act as a good border.

5-F City Council and Government Liaison, Chair Swanson.

Nothing to report.

5-G Front Entrance Beautification Project, Commissioner Wood.

Commissioner Wood stated that he would meet the Superintendent at the Fire Tower this week.

5-H Golf Complex Restaurant Report, Legends & Heroes.

Nothing to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Nothing to report.

7. OLD BUSINESS

Nothing to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for October 2005 of \$14,116. The year-to-date total to the General Fund is \$63,658 for the fiscal year 2005/2006.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:37 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.